IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Kaminkow Attorney Docket No.: IGT1P061/P000573-001

Application No.: 09/927,742 Examiner: Omkar A. Deodhar

Filed: August 10, 2001 Group: 3714

Title: FLEXIBLE LOYALTY POINTS

PROGRAMS

Confirmation No.: 7305

CERTIFICATE OF EFS-WEB TRANSMISSION

I hereby certify that this correspondence is being transmitted electronically through EFS-WEB to the Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450 on November 6, 2009.

Signed: /Kathleen Farrell/

Kathleen Farrell

RESPONSE TO OFFICE ACTION

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated July 23, 2009 please amend the above-identified patent application as follows:

Amendments to the Claims are reflected in the listing of claims on page 2.

Remarks/Arguments begin on page 10.